

## ABSTRACT OF THE DISCLOSURE

A rubber-based composite material is provided, which can enhance the adhesiveness between a non-woven fabric and a rubber. The use of the rubber-based composite material as a reinforcing material for rubber articles such as tires and belts can enhance the durability of the rubber articles and can reduce the weight of the articles. The rubber-based composite material is composed of a non-woven fabric, a coating of a metal or metallic compound reactable with sulfur, and a rubber that adheres to the coating and that covers the non-woven fabric. The coating is formed on a surface of the filaments constituting the non-woven fabric by a physical vapor deposition (PVD) method or a chemical vapor deposition (CVD) method.